

PHILIP MORRIS U.S.A.

INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, NY 10017

TO: Steve Bellissimo
FROM: J. Yvette Robinson

DATE: February 8, 1995

SUBJECT: MARLBORO MUSIC CARNAVAL SUPERBAND CONCERT

Community Event Marketing/Marlboro Music will sponsor the Marlboro Music Carnival Superband Concert in Miami, FL on Sunday, March 5, 1995. Specific information is as follows:

EVENT: Marlboro Music Carnival Superband Concert

DATE: March 5, 1995

TIME: 3 pm - 11 pm

LOCATION: Bayfront Park
Miami, FL

ARTIST LINE-UP: Hansel Y Su Orquesta Calle Ocho
Maggie Carles
Eddie Santiago
"Marlboro Superband" - featuring
Arturo Sandoval & Special Guests:
Tito Puente, Luis Enrique, David Valentin,
Michael Camilo & Sheila E.
Rey Ruiz
Sergio Vargas
Willie Chirino
Fireworks by "Grucci"

PROMOTER: Mr. Henry Cardenas
Cardenas & Associates, Inc.
1254 North Wells Street
Chicago, Illinois
(312) 944-7272
~~(305)~~ 944-7710 - Fax #

PHILIP MORRIS
ACTIVITIES:

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For our sponsorship commitment, PHILIP MORRIS, MARLBORO, Title sponsor will have a major presence at this event and receive the following:

- the exclusive right to distribute branded incentive items among smokers twenty-one years of age and older from promotional booths at Bayfront Park, the locations of which have been agreed upon by the parties;

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- the right to a promotional booth, to be staffed by third parties designated by Philip Morris from which they will conduct name generation activities among smokers 21 years of age and older, with the location of the booth to be mutually agreed upon by the parties;
- the right to place MARLBORO Music light boxes throughout the concert site at Bayfront Park;
- the exclusive right to distribute branded incentives for tobacco purchases among smokers 21 years of age and older from promotional booths located at Bayfront Park;
- the right to hang banners and signage on the MARLBORO stage and around the promotional booths and at other locations at the site of the Concert to be mutually agreed upon by the parties;
- the right to the exclusive use of a Hospitality Area with furnishings to be supplied by Philip Morris and food and beverages to be supplied by, and the location subject to the approval of Philip Morris and;
- the right to recognition in advertising placed in connection with the Concert and the right to approve in advance all materials and announcements prepared by Promoter that mention PM USA, **MARLBORO or MARLBORO MUSIC**provided, that the approval is effected on a timely basis.

SALES CONTACT:

Juan Aires
Philip Morris USA
13355 S.W. 40th Street
Miami, Florida 33175
305/559-0941

SHIPMENT OF MATERIALS:

The following have been shipped to:

Attn: George
Smith Terminal Distribution Systems
12300 NW 32nd Avenue
Miami, FL 33167
305/685-0325

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Delivery Date: February 24, 1995

Incentives:

| <u>ITEM</u> | <u>QUANTITY</u> |
|-------------------------------------|-----------------|
| Marlboro Plastic Bags | 5,000 |
| Marlboro Water Bottles (Red) | 150 |
| Marlboro Water Bottles (Black) | 150 |
| Marlboro Cassette Cases | 300 |
| Marlboro Lighters | 2,400 |
| Marlboro Flashlights | 3,000 |
| Marlboro Banners 3'x5' | 15 |
| Marlboro Banners 4'x10' | 10 |
| Marlboro Music Banners 8' x 10' | 6 |
| Marlboro Music Step & Repeat Banner | 4 |
| Marlboro Music T-shirts | 360 |
| Marlboro Caps | 576 |
| Marlboro Napkins | 3,000 |
| Marlboro Cups | 3,000 |
| Marlboro Stirrers | 2,000 |
| Marlboro Bar organizers | 15 |
| Marlboro Ashtrays | 72 |
| Marlboro Matches | 200 |

**HOLD ALL ITEMS FOR MARLBORO SUPERBAND CONCERT/PHOENIX
MARKETING**

Should you have any questions or concerns, please feel free to contact me at extension 2360.

cc: S. Anderson
I. Broeman
J. Fontanez
E. Moore

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